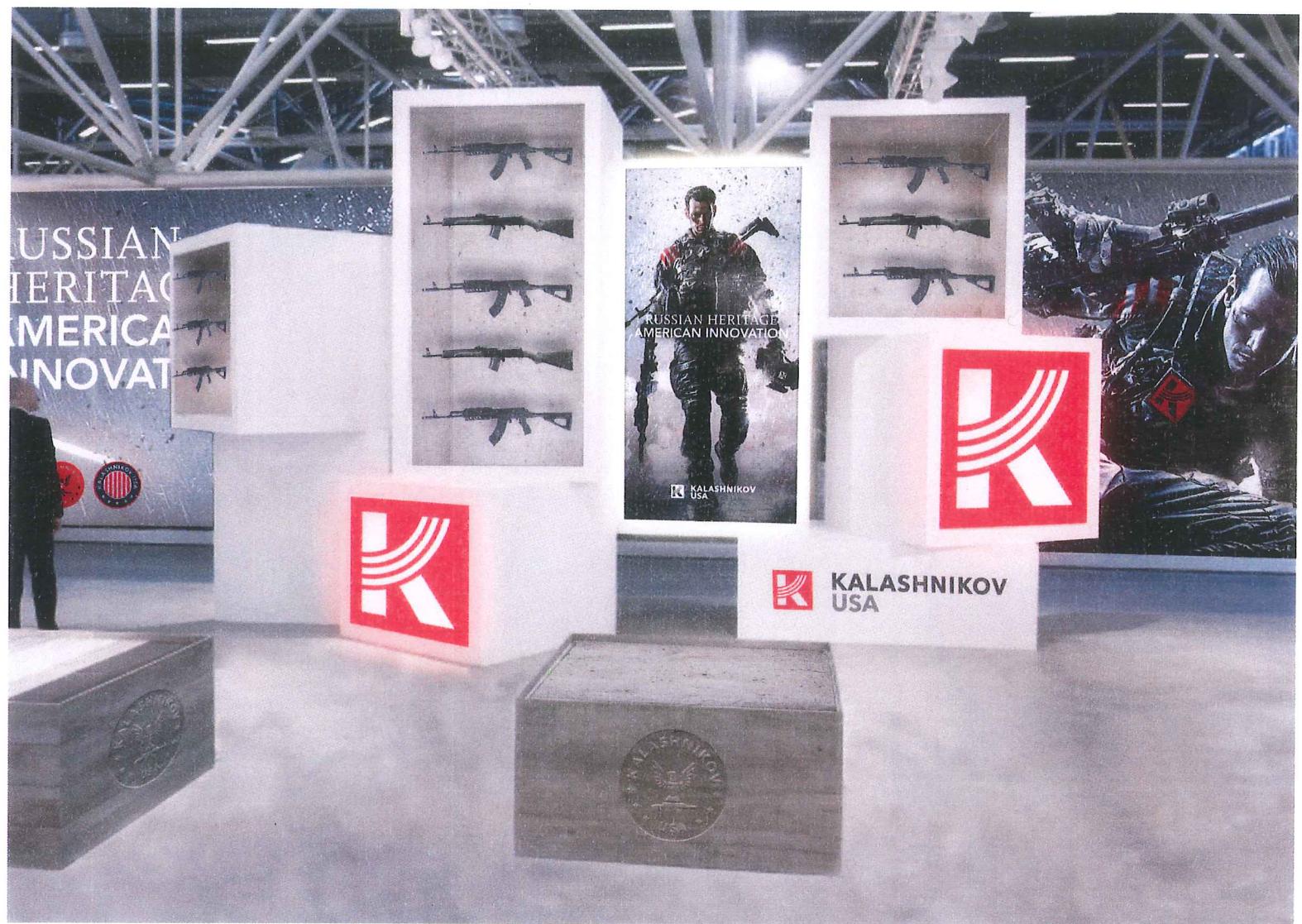


OPTION 01







OPTION 02



KALASHNIKOV
USA



CAA

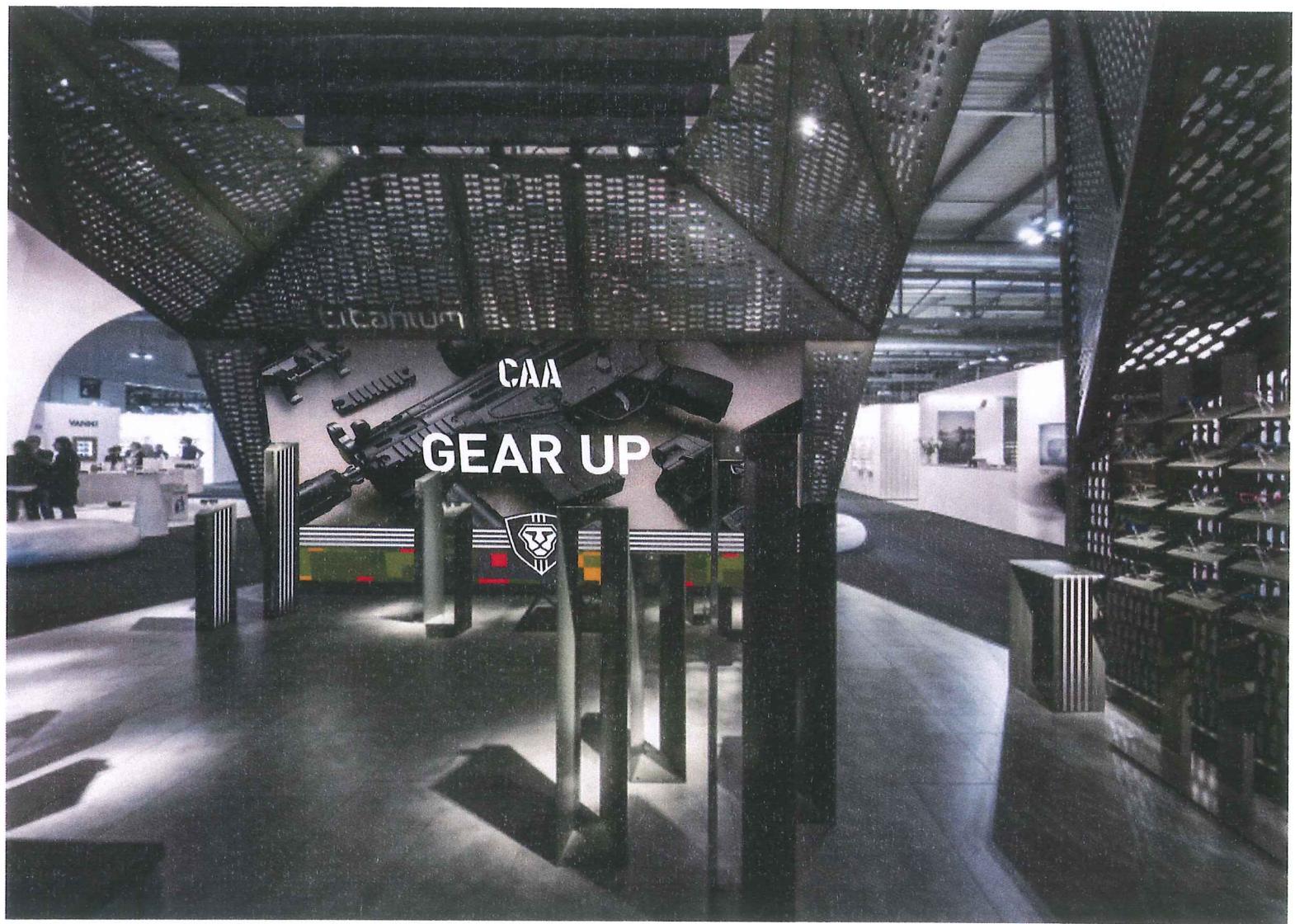
CAA

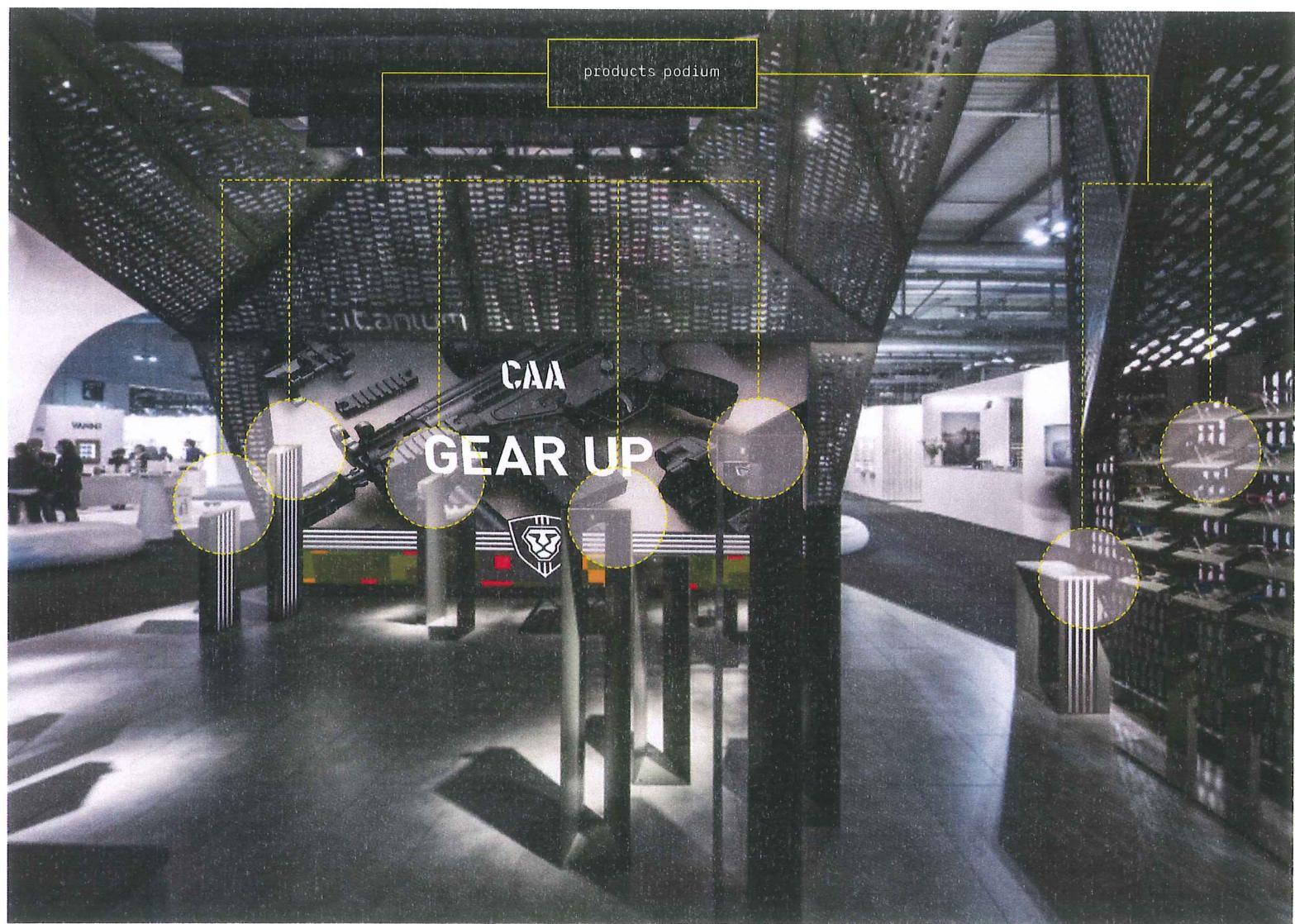
CAA

V14







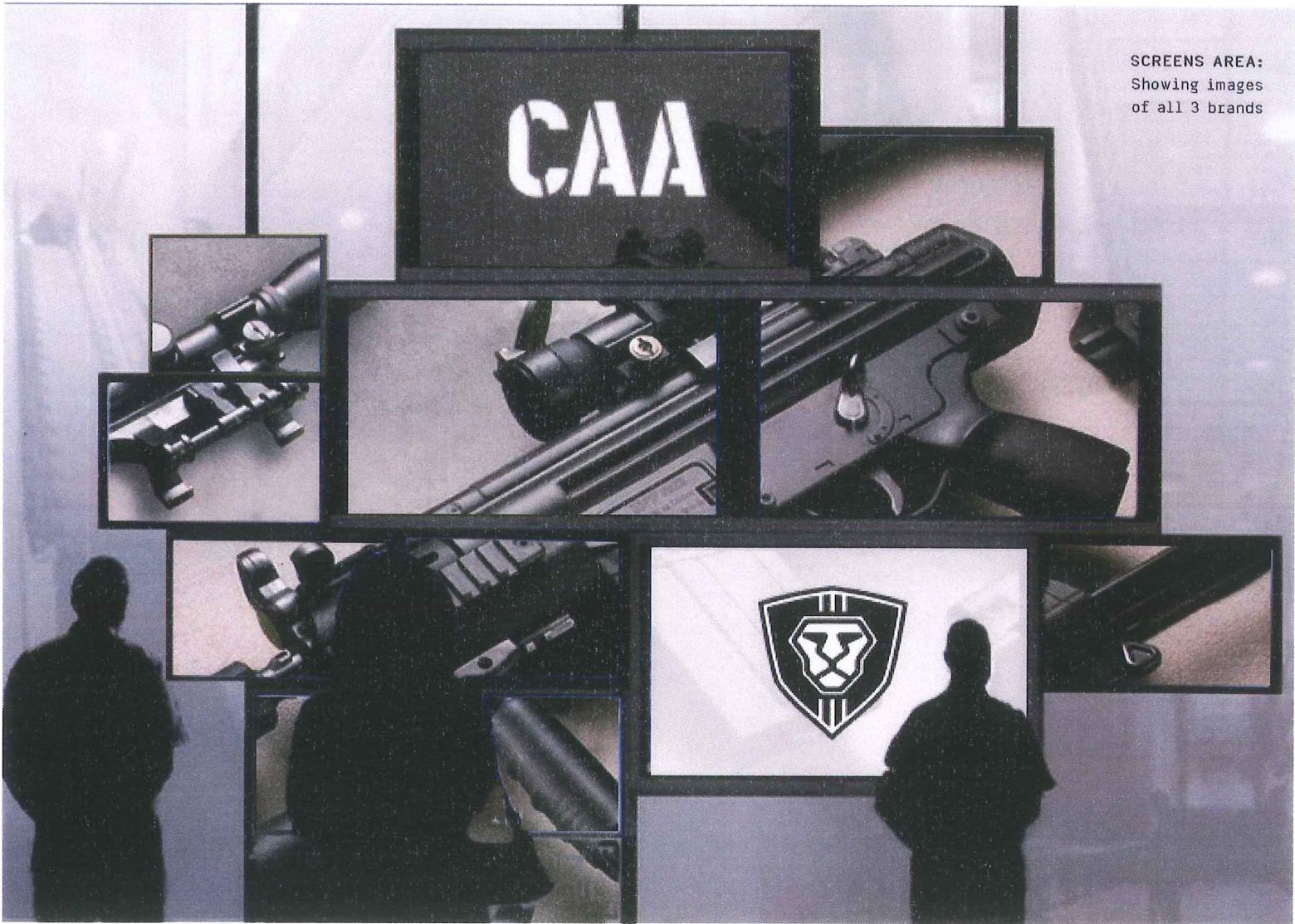


SCREENS AREA:
Showing images
of all 3 brands



KALASHNIKOV
USA

SCREENS AREA:
Showing images
of all 3 brands



MARKETING TEAM

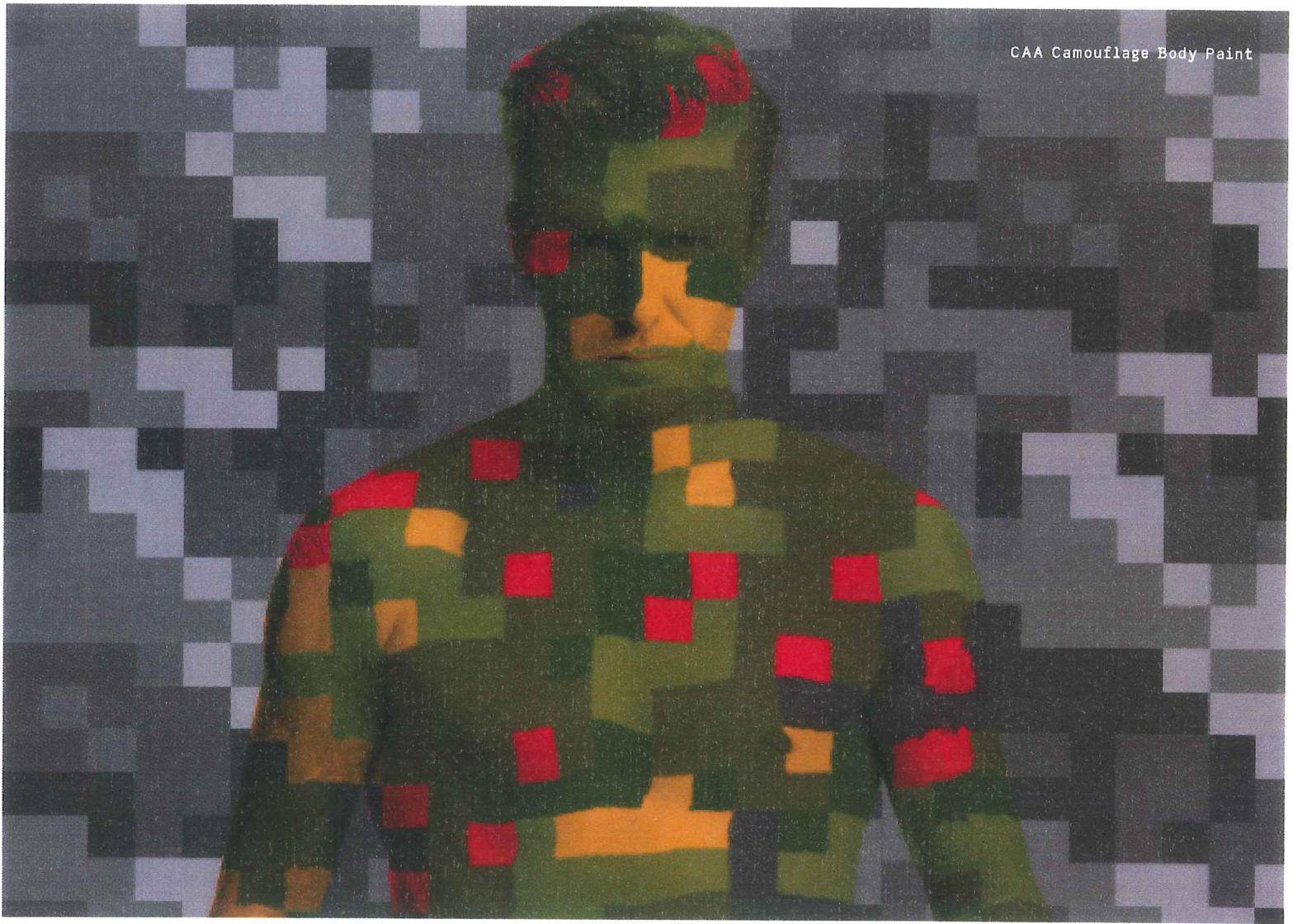
Marketing Team

In addition to the professional staff of the various companies our recommendation is to add a team of stewards and stewardesses who will walk around the exhibition and will be a prominent presence of companies outside the booth.

The dress concept is to use body painting of graphical elements representing the 3 brands: for example for CAA - black and white stripes / Camouflage and for Kalashnikov - white color and red stripes.

CAA Camouflage Body Paint





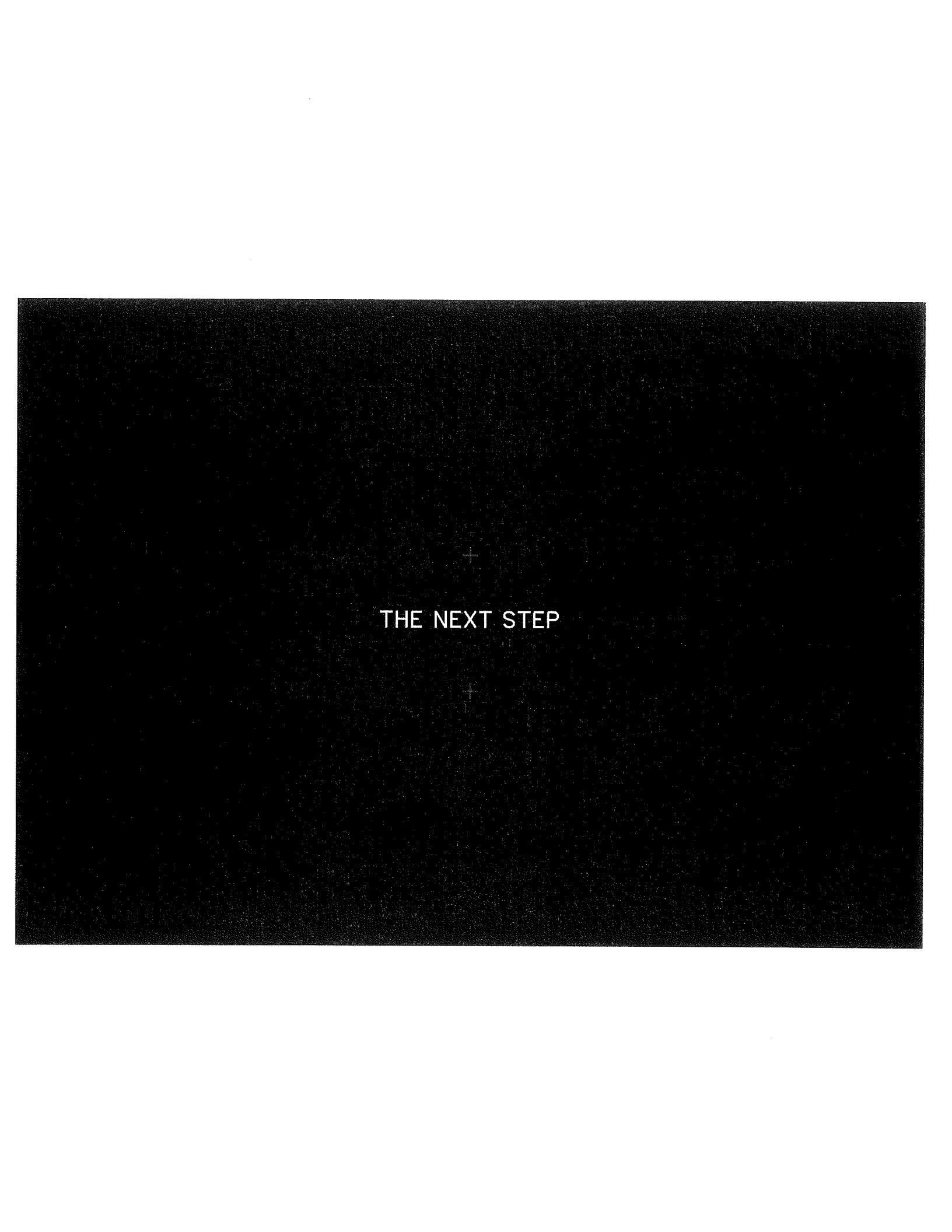
CAA Camouflage Body Paint



CAA Stripes Body Paint



Kalashnikov Stripes Body Paint



THE NEXT STEP

The Next Step

- Choosing the design direction according to the concept.
- Working together with KADMON BRIN exhibition design, in order to implement the concept into exhibition booth
- Working to find the right selling crew and costumes that will meet the concept and will fit the brands.

Dan Alexander & Co.

Business Creation

+

Thank You

+

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All the images in this presentation are taken from the internet and are for illustration purposes only.

Mika Tiraturyan

From: Laura Burgess <laura@lauraburgess.com>
Sent: Wednesday, January 6, 2016 8:53 PM
To: tmccrossin@kalashnikov-usa.com; mikey hartman; mika@kalashnikov-usa.com; Eldad Oz; bsilver@kalashnikov-usa.com; KAL Brian Skinner
Cc: tcao@kalashnikov-usa.com; jportz@kalashnikov-usa.com
Subject: PR for SHOT
Attachments: CAA-MicroRONI-1-16.docx; CAA-ReBrand-1-16.docx; CAA-RONI-C-1-16.docx; CAA-STAB-RONI-1-16.docx; AK Alfa 12-15.docx; Media-Dealer Questions Final.docx

Team,

I have completed and we have internally reviewed the following press releases: Alfa, Micro Roni, CAA rebrand, Roni Civilian, Roni SB and I have also attached the media questions.

- 1) Please review media questions and let me know if this is final.
- 2) Please review press releases and let me know any edits by EOD tomorrow
- 3) Please let me know if there are any other items that warrant a press release -- new Kalashnikov guns??
- 4) I will take all CAA press releases, the Alfa and Hartman materials and create a press kit for Tam for SHOT. This same press kit will also be available for media at www.lauraburgess.com
- 5) It's show time folks!

Laura Burgess

President

[Laura Burgess Marketing](#)

P.O. Box 13978

New Bern, NC 28561

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Mobile – 603-682-3316

Skype – Laura Burgess

laura@lauraburgess.com

www.lauraburgess.com

[View Press Kits](#)

[Sign Up for Email Newsletter](#)



Mika Tiraturyan

From: Laura Burgess <laura@lauraburgess.com>
Sent: Tuesday, January 12, 2016 4:25 PM
To: tmccrossin@kalashnikov-usa.com; tcao@kalashnikov-usa.com; mikey hartman; KAL Brian Skinner; KAL Brian Skinner; mika@kalashnikov-usa.com; Eldad Oz (eldadoz1@gmail.com); Ron Maoz
Subject: SHOT Show Press Releases
Attachments: CAA-MicroRONI-1-16.docx; CAA-ReBrand-1-16.docx; CAA-RONI-C-1-16.docx; CAA-STAB-RONI-1-16.docx; AK Alfa 12-15.docx

Team,

I have attached the press releases for SHOT Show (minus one for Mikey's announcement that he is reviewing now). Here is the schedule of their release:

Monday Jan 18	CAA-Rebrand PR
Tuesday Jan 19 (official opening day of SHOT)	CAA-MikeyHartman PR, AK Alfa PR, CAA-Micro Roni PR (These will all go out at different times)
Wednesday Jan 20	CAA-STAB-Roni
Thursday Jan 21	CAA- Roni-C

If you have no questions or edits we will schedule these on Friday of this week. If you do, please notify me no later than EOD tomorrow. Please be aware that as of Monday Jan 18 the PR will have the new CAA branding and the new www.CAAGEARUP.com website on it.

Thank you! And see you soon!

Laura Burgess

President

[Laura Burgess Marketing](#)

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Mobile – 603-682-3316

Skype – Laura Burgess

laura@lauraburgess.com

www.lauraburgess.com

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Kalashnikov USA
3901 NE 12th Ave
Suite 400
Pompano Beach, FL 33064

Date	Ref. No.
01/29/2016	New booth 2016

Vendor
Kadmon-Brin LTD. Attn: Zeevik Brin Kadmon-Brin LTD. 10 Hameyasdim St. Moshav Mazor 73160



Bill Due 02/08/2016
Terms
Memo

Expenses

Account	Memo	Amount	Customer:Job
Due to/from CAA	Amount owed to KUSA for payment above its share of booth cost	38,275.07	

Expense Total : 38,275.07

Bill Total : \$123,947.78

Kalashnikov USA
3901 NE 12th Ave
Suite 400
Pompano Beach, FL 33064

Date	Ref. No.
01/31/2016	Booth Earned out

Vendor
Kadmon-Brin LTD. Attn: Zeevik Brin Kadmon-Brin LTD. 10 Hameyasdim St. Moshav Mazor 73160



Bill Due	02/10/2016
Terms	
Memo	

Items

Item	Description	Qty	U/M	Cost	Amount	Customer:Job
Kaman Booth Peanut - 76	Kadmon Booth Earnout			5,000	5,000.00	

Item Total : 5,000.00

Bill Total : \$5,000.00

Kalashnikov USA
3901 NE 12th Ave
Suite 400
Pompano Beach, FL 33064

Date	Ref. No.
01/29/2016	New booth 2016

Vendor
Kadmon-Brin LTD. Attn: Zeevik Brin Kadmon-Brin LTD. 10 Hameyasdim St. Moshav Mazor 73160



Bill Due 02/08/2016
Terms
Memo

Items

Item	Description	Qty	U/M	Cost	Amount	Customer:Job
New Booth 2016 - 119	New Booth 2016			85,672.71	85,672.71	

Item Total : 85,672.71